

Covered in this lecture:

Segmenting users by usage

- ▶ Usage segmentation means segmenting users by their usage of a product or service
- ▶ This type of segmentation is relevant to the people who make apps where the revenue depends on how often and how much someone uses the product
- Modeling all the segments available gives the model more flexibility
- If something changes (for example, pricing tiers), the modifications will be easier to implement in the model
- ▶ You can follow a similar approach when segmenting users by some other factors, like channel or geography

See you next lecture!